



LA MALETA

GAME SPECIFICS:

Tool type: Gamified collaborative board activity

Our inspiration: [Link](#)

Format: offline

Time needed: 75 min

SET-UP

instructions, campaign design board, markers, pens, felt-tip pens, and post-it notes

Number of participants: 4- 5 people

Focus (SLD topic)

Topic 1: building impactful messages
 Topic 2: design communication products with a social focus
 Topic 3: Understanding the causes and consequences of social problems through diagnoses and analyses of reality

GAME OVERVIEW

Design a practical, step-by-step awareness campaign. The ultimate goal: for the campaign to clearly and coherently address a social challenge, targeting a specific audience and with a specific objective.



INSTRUCTIONS / STEPS

- Step 1: Campaign message: messages, slogans, that define what we want to tell our audience.
- Step 2: Campaign format: Define the format or formats you want to use.
- Step 3: Target audience for our campaign: specify age, tastes, behaviors, geographic area, purchasing power
- Step 4: The answer we hope to receive is: What reaction do you want from the people who will receive this campaign?
- Step 5: tone we want to use in the campaign



INSTRUCTIONS / STEPS



Step 6: Detailed campaign description (content): Description or outline of the proposal in as much detail as possible

Step 7: Main slogan of the campaign: it must capture the essence of what we want to achieve

Step 8: Dissemination strategy design: how to develop the campaign and how to make it visible.

